

IAB SA chair announced

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The Interactive Advertising Bureau (IAB) South Africa has announced the appointment of Haydn Townsend, managing director of Accenture Interactive, as its new chairperson.



iab SA
Haydn Townsend
IAB SA Chairman

With over 25 years' experience in cross-functional advertising and marketing, Townsend is well-equipped to spearhead the IAB SA and champion the growth and evolution of the South African interactive and digital advertising industry. As new marketing technology comes to the fore, fundamentally changing the way we do business, the industry must be able to adapt rapidly and scale efficiently in order to keep up with relevant international trends.

"The days of dividing digital and analogue or on and offline in business are officially over. Marketing and communications are no different. As we unlock the power of 5G and edge computing, all previously traditional channels such as TV, radio and outdoor now come online and can be bought programmatically. With all this in motion, the IAB South Africa is set to not only help marketers, agencies and publishers navigate this exciting world, but also help lead them. There has never been a more exciting time to step into this role and support the incredible work from over 100 industry leaders who volunteer their time and expertise to drive the industry forward," says Townsend.

Prior to joining Accenture, Townsend was group CEO at Wunderman Thompson South Africa where he worked with clients including Telkom, Standard Bank, BMW, Shell and many more. Some of his previous positions include CEO at Pangea Ultima, executive director: strategy at The Jupiter Drawing Room, CEO of Trinergy Brand Connectors and deputy MD of Ogilvy JHB. Townsend has served as an IAB SA executive board member since October 2019 and is a member of the IAB SA's Transformation Council, which spearheads the IAB's priority strategy of transforming the South African advertising and marketing landscape to one of diversity and inclusivity.

Townsend succeeds Alistair Mokoena, who remains on the IAB SA executive board and stepped down from the chairpersonship as his appointment as CEO of Google South Africa no longer met the constitutional criteria for IAB chair. Townsend will lead the IAB SA executive board alongside Claire Cobbledick, director and GM of Gumtree South Africa, who serves as the IAB SA vice-chair.

The Interactive Advertising Bureau (IAB) South Africa is a non-profit, non-government trade group that champions the

media and marketing industries, empowering them in an ever-evolving digital economy.

With more than 150 members from leading companies and brands, as well as the firms that make and distribute digital marketing technology, the IAB conducts and disseminates crucial research on interactive advertising, educating brands, agencies, and publishers (as well as the business community at large) on the key role that digital marketing plays in the 21st century.

About the IAB South Africa:

The Interactive Advertising Bureau (IAB) South Africa empowers the media and marketing industries to thrive in the digital economy. Its membership comprises more than 150 leading media companies, brands and the technology firms responsible for selling, delivering and optimising digital ad marketing campaigns. The non-profit, non-government, trade group fields critical research on interactive advertising, while also educating brands, agencies, publishers and the wider business community on the importance of digital marketing. In affiliation with the IAB Tech Lab, IAB develops technical standards and solutions.

IAB is based in 47 countries around the world and is committed to professional development and elevating the knowledge, skills, expertise and diversity of the workforce across the industry. Through the work of its regulation council, the trade association advocates for its members and promotes the value of the interactive advertising industry to legislators and policymakers. For more information on the IAB SA [click here](#).

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